

Annex I.
Written recognition responses and recognition measured in TRs (ms)

Stimulus	Industry (1)	"I do not know the symbol" (%)	"I know the symbol but not its name" (%)	"The name is on the tip of my tongue" (%)	Correct recognition (%)	The participant named another brand (%)	Mean (ms)	SD (ms)	Isotype
Acciona	Industrials; Utilities	10	11	2	1	1	1822.00	.	
Adidas (new)	Consumer Goods			1	24		1438.83	659.560	
Adidas (old)	Consumer Goods	1	5	2	12	5	1262.92	625.221	
AENA	Industrials	15	5	2	3		1539.67	692.286	
Allianz	Financials	13	4	5	2	1	1314.00	138.593	
Android	Telecommunications; Technology	1	3	2	16	3	1574.06	507.159	
Antena 3	Consumer Services				24	1	881.92	179.924	
Apple	Telecommunications; Technology			1	22	2	1032.73	375.007	
Armani	Consumer Goods	1	5	6	12	1	2192.33	485.611	

AT&T	Telecommunications	15	10								
Atlético de Madrid	Consumer Services			2	22	1	1406.59	589.397			
Audi	Consumer Goods		1	2	20	2	1176.19	375.835			
Bacardi	Consumer Goods	2	3	5	15		1431.86	383.787			
Balay	Consumer Goods	12	6	2	4	1	2317.00	1169.466			
Banco Santander	Financials		4	4	11	6	1570.45	474.316			
Banesto	Financials	1	6	7	11		1719.60	678.805			
Bankinter	Financials	24	1								
Barcelona F.C.	Consumer Services			2	23		1289.43	441.542			
Barclays	Financials	8	11	1	4	1	1592.50	484.362			
Bic	Consumer Goods	5	1		18	1	1779.68	712.885			

BMW	Consumer Goods		1	4	20		1516.06	666.927	
Bosch	Consumer Goods	14	9	2					
BP	Oil & Gas	3	3	8		11	2066.14	702.771	
Burberry	Consumer Goods	17	3	3	2		2756.00	63.640	
Burn	Consumer Goods	4	1	3	16	1	1674.00	568.433	
Carrefour	Industrials			1	23	1	1250.67	573.977	
Cercanias	Consumer Services	7	3	2	13		1862.11	537.981	
Chanel	Consumer Goods	2	3	5	11	4	1682.18	623.378	
Chevron	Consumer Goods	16	5	3	1				
Chrome	Technology			2	22	1	1811.44	481.414	
Chrysler	Consumer Goods	18	5		1	1	2393.00	.	

Citröen	Consumer Goods		4	2	18	1	1525.28	561.659	
Daewoo	Industrials	8	5	3	3	6	1785.25	984.618	
Deutsche Bank	Financials	13	6	3	2	1	1625.50	661.145	
Dia	Industrials		3	1	20	1	1340.10	441.735	
Dove	Consumer Goods	10	4	3	5	3	1987.00	525.000	
Dreamworks	Consumer Goods	2	2	9	8	4	1676.00	597.812	
Dropbox	Technology	4	1		19	1	1716.17	701.653	
Endesa	Industrials; Oil & Gas	3	4	5	9	4	1913.90	601.016	
Ericsson	Consumer Goods	18	7						
Explorer	Technology			1	23	1	1476.09	645.818	
Facebook	Technology; Consumer Goods				25		1005.10	359.333	

Fagor	Consumer Goods	8	13	3	1		1622.00	.	
Fenosa	Utilities	10	1	5	5	4			
Ferrari	Consumer Goods	3	7	1	13	1	1368.21	579.572	
Filmax	Consumer Goods	5	11	6	2	1	2713.50	170.413	
Firefox	Technology			1	22	2	1443.67	584.654	
Firestone	Consumer Goods	15	4		2	4	2107.00	318.198	
Flex	Consumer Goods	12	10	2	1		2841.00	.	
Goodyear	Consumer Goods	9	5	5	4	2	2679.50	517.345	
Google Drive	Technology	13	7	4		1	2732.00	.	
Google Earth	Technology	18	5	1	1				
Gucci	Consumer Goods	7	5	9	3	1	1911.25	136.280	

Guinness	Consumer Goods	11	7	4	2	1	2529.00	.	
Hello Kitty	Consumer Goods			2	23		1186.56	376.795	
Hermes	Consumer Goods	18	4	2		1			
Hyundai	Consumer Goods		1	1	18	5	1623.78	676.667	
IATA	Industrials	15	8	1		1			
Iberdrola	Industrials; Utilities	3		5	15	2	1766.85	406.504	
Iberia	Consumer Services			3	18	4	1308.44	508.969	
Ing Direct	Financials		1	3	18	3	2992.00	.	
Jaguar	Consumer Goods	2		2	20	1	1779.33	727.983	
Java	Technology		6	5	14		1704.25	596.435	
Johnny Walker	Consumer Goods	7	4	4	7	3	1926.00	386.080	

Juegos Olímpicos (Olympic Games)	Non-industry organization			3	22		1805.64	607.269	
Junta Andalucía (Andalusian Government)	Non-industry organization	19	1	3	1	1	2164.00	.	
Kentucky Fried Chicken	Consumer Goods		1	3	19	2	1613.20	512.882	
Kodak	Consumer Goods	2	2	3	16	2	1308.44	462.927	
Konika Minolta	Consumer Goods	19	5	1					
La Caixa	Financials			1	7	17	1400.74	479.820	
Lacoste	Consumer Goods			3	22		1166.05	518.747	
Lexus	Consumer Goods	6	4	2	9	4	1456.88	271.841	
LG	Telecommunications;			2	22	1	1212.87	390.322	
Liga Profesional de Fútbol (Professional Soccer League)	Non-industry organization	3	5	3	8	6	2282.00	376.763	
Linux	Technology	6	4	4	9	2	1857.50	732.995	

Logitech	Technology	6	5	8	5	1	2110.50	294.643	
Mac	Technology		14	7	3	1			
Malibu	Consumer Goods		3	6	13	3	1853.00	617.688	
Mapfre	Financials	10	7	3	5		2015.00	545.832	
Matutano	Consumer Goods		2	6	14	3	1587.38	875.742	
Mcdonalds	Consumer Goods				25		802.95	192.572	
Mercedes	Consumer Goods		1	2	21	1	1432.53	458.228	
Metro-Goldwyn-Mayer	Consumer Goods		4	10	7	4	2299.50	258.094	
Michelin	Consumer Goods			2	23		1151.82	448.747	
Milka	Consumer Goods	1		2	20	2	1553.62	517.711	
Mitsubishi	Consumer Goods; Industrials		4	5	14	2	1758.93	725.635	

Monster	Consumer Goods			1	24		1055.09	288.490	
Motorola	Telecommunications	2	2	2	17	2	1352.63	509.679	
Movistar	Telecommunications				25		1280.28	567.700	
Naciones Unidas (United Nations)	Non-industry organization	4	9	3	3	6	2348.50	265.165	
NBA	Consumer Services	2		1	22		1385.32	578.631	
Nestle	Consumer Goods	9	3	4	7	2	1865.83	691.179	
Nike	Consumer Goods				24	1	948.92	528.803	
Opel	Consumer Goods		3	2	17	3	1191.06	320.266	
Osborne	Consumer Goods	1	5	6	10	3	2274.89	560.992	
Pacha	Consumer Services		1	1	23		1525.85	639.953	
Páginas Amarillas (Yellow Pages)	Consumer Services	21	4						

Paramount	Consumer Goods	1		7	15	2	1920.07	666.393	
Partido Comunista (Communist Party)	Non-industry organization	2	7	5	11		2536.43	745.297	
Partido Popular (Popular Party)	Non-industry organization	9	6	1	9		2375.43	599.673	
Pepsi (new)	Consumer Goods				25		1171.54	447.919	
Pepsi (old)	Consumer Goods				25		1202.92	548.125	
Peugeot	Consumer Goods			3	15	7	1487.67	526.693	
Philips	Technology	15	6	3	1				
Piaggio	Consumer Goods	16	3	1	3	2	1796.00	690.896	
Pizza Hut	Consumer Goods	3	1	3	15	3	1980.67	443.621	
Playboy	Consumer Goods				25		1481.04	644.944	
Porsche	Consumer Goods	6	1	2	8	8	2061.00	631.366	

PSOE	Non-industry organization			2	22	1	1776.57	603.757	
Quicktime	Technology	6		4	15		1779.67	559.105	
Ralph Lauren	Consumer Goods	2	4	6	13		1991.75	609.579	
Real Madrid	Consumer Services				25		1005.00	269.244	
Red Bull	Consumer Goods			1	24		1337.71	355.126	
Reebok	Consumer Goods	4	6	3	11	1	1738.30	561.191	
Renault	Consumer Goods		1	8	15	1	1337.53	597.190	
Repsol	Oil & Gas			2	21	2	1246.61	536.261	
Rolex	Consumer Goods	8	10	2	4	1	2279.25	569.974	
Safari	Technology	4	3	3	14	1	1765.23	573.582	
Sanitas	Financials	2	1	5	16	1	1773.19	576.330	

Seat	Consumer Goods		1	2	21	1	1168.25	678.736	
Shell	Oil & Gas		6	12	3	4	1130.67	242.116	
Skoda	Consumer Goods		3	8	12	2	1572.91	599.970	
Skype	Technology		2	2	21		1586.10	706.789	
Sony Ericsson	Telecommunications		1	4	14	6	1736.40	459.169	
Starbucks	Consumer Goods	1	2	4	18		1381.71	592.711	
Telemadrid	Consumer Services	1	1	2	21		1204.45	549.843	
Toyota	Consumer Goods		1	5	16	3	1248.88	339.790	
Tuenti	Technology				25		1158.96	241.430	
Twitter	Technology		1		24		1403.95	399.392	
UEFA Champions	Non-industry organization	3	2	2	16	2	2199.50	655.320	

UNICEF	Non-industry organization	2	4	7	8	4	2085.25	960.513	
Versace	Consumer Goods	15	5	3		2			
Vodafone	Telecommunications			1	24		1276.87	416.546	
Volkswagen	Consumer Goods			2	22	1	1173.42	357.031	
Volvo	Consumer Goods	5	3	2	10	5	1431.56	492.240	
Walt Disney	Consumer Goods			2	23		1351.75	436.706	
Wella	Consumer Goods	3	4	6	9	3	2415.67	803.802	
Whatsapp	Technology	1	1	1	22		1396.14	477.463	
Wikipedia	Consumer Goods	1	1	3	19	1	1355.85	284.917	
Windows	Technology			1	24		1317.95	517.318	
WWF	Non-industry organization	1	4	10	5	5	2122.33	433.198	

Xbox

Consumer Goods

1

1

22

1

1453.95

536.816



(1) Classification according to the Industry Classification Benchmark. We have added “Non-industry organization” to include those non-lucrative organizations that are part of the state or international organizations.

Annex II.*Mean and Standard Deviation of the Stimuli in Study 2*

Isotype	Frequency		Visual complexity (subjective)		Visual complexity (objective)	Esthetic attraction		Number of colors (a)	Social Reputation		Sadness-Happiness		Calm - Excitement		Weakness - Strength	
	<i>N</i>	Mean (SD)	<i>N</i>	Mean (SD)	Size in bytes	<i>N</i>	Mean (SD)		<i>N</i>	Mean (SD)	<i>N</i>	Mean (SD)	<i>N</i>	Mean (SD)	<i>N</i>	Mean (SD)
Acciona	25	3.8 (2.4)	25	4.4 (1.6)	74.330	25	3.6 (1.9)	1	25	5.4 (1.2)	41	5.3 (1.6)	41	3.1 (2.0)	41	4.3 (2.1)
Adidas (old)	34	6.4 (2.1)	34	5.2 (1.7)	27.095	34	5.6 (2.4)	1	32	6.5 (1.0)	32	6.6 (1.9)	32	6.0 (1.8)	32	6.8 (1.9)
Adidas (new)	25	7.6 (1.3)	25	2.1 (1.2)	32.114	25	4.3 (1.8)	1	40	5.9 (1.1)	41	6.6 (1.8)	41	5.9 (1.8)	41	7.0 (1.2)
Aena	34	2.8 (2.5)	34	3.8 (1.8)	42.185	34	2.9 (2.2)	2	18	5.7 (1.3)	32	4.6 (2.3)	32	4.6 (2.6)	32	4.3 (2.2)
Allianz	25	3.9 (2.7)	25	3.2 (1.6)	63.666	25	3.2 (1.9)	1	22	6.2 (1.2)	41	4.1 (1.3)	41	3.4 (2.2)	41	5.0 (1.9)
Android	34	7.8 (1.8)	34	4.2 (1.9)	30.803	34	6.5 (2.1)	1	32	5.2 (1.2)	32	6.5 (1.9)	32	5.8 (1.9)	32	6.1 (1.6)
Antena 3	34	8.0 (1.6)	34	3.4 (1.8)	49.976	34	4.6 (1.9)	1	32	4.5 (1.5)	32	5.3 (1.6)	32	4.8 (2.1)	32	5.8 (1.9)
Apple	25	8.1 (1.8)	25	2.9 (1.5)	36.979	25	6.6 (1.9)	1	41	7.8 (1.2)	41	7.2 (1.9)	41	6.2 (2.2)	41	8.0 (1.3)
Armani	25	4.9 (2.2)	25	5.0 (1.7)	36.442	25	4.6 (2.0)	1	39	7.9 (1.3)	41	5.9 (1.9)	41	5.8 (2.0)	41	7.2 (1.5)
AT&T	34	2.1 (1.3)	34	5.7 (2.1)	86.991	34	3.6 (1.9)	2	10	5.2 (1.3)	32	4.4 (1.3)	32	2.5 (1.5)	32	3.4 (2.0)
Atlético Madrid	34	6.8 (2.0)	34	7.7 (1.4)	63.598	34	5.5 (2.8)	4	32	4.9 (1.0)	32	5.0 (2.3)	32	5.5 (2.5)	32	5.8 (1.9)
Audi	34	6.9 (1.9)	34	3.5 (1.9)	32.164	34	5.1 (2.3)	1	32	7.6 (0.9)	32	6.6 (1.5)	32	5.3 (2.5)	32	7.1 (1.4)
Bacardi	25	4.9 (2.1)	25	7.6 (1.1)	103.072	25	5.8 (2.4)	3	39	6.1 (1.3)	41	6.2 (2.0)	41	6.8 (1.7)	41	6.4 (1.7)
Balay	34	3.79 (2.1)	34	4.7 (2.0)	147.086	34	4.6 (2.2)	1	27	6.2 (1.1)	32	5.2 (1.5)	32	4.1 (2.0)	32	5.0 (2.1)
Banco Santander	34	6.8 (1.9)	34	4.3 (1.8)	49.104	34	4.2 (2.0)	1	32	6.0 (1.3)	32	4.2 (1.4)	32	4.5 (2.2)	32	6.3 (1.9)
Banesto	25	4.7 (2.4)	25	3.4 (1.3)	45.942	25	2.4 (1.8)	3	30	5.5 (1.3)	41	4.1 (1.7)	41	3.6 (2.2)	41	3.8 (2.0)
Bankinter	34	1.2 (0.9)	34	3.0 (2.2)	49.537	34	1.5 (1.1)	1	1	8.0 (-)	31	4.0 (1.6)	32	2.5 (1.7)	32	2.8 (1.6)
Barclay's Bank	34	3.03 (2.5)	34	4.1 (1.8)	58.724	34	4.2 (2.1)	1	16	7.0 (1.0)	32	4.5 (1.3)	32	4.3 (2.4)	32	6.1 (1.5)
Bic	34	6.7 (2.4)	34	5.9 (2.3)	46.670	34	6.3 (2.4)	3	31	3.0 (1.8)	32	6.6 (1.6)	32	4.4 (2.4)	32	4.4 (1.8)
Bmw	25	7.7 (1.4)	25	4.1 (1.8)	79.916	25	5.4 (2.0)	3	41	7.4 (1.1)	41	7.0 (2.3)	41	6.6 (1.9)	41	8.0 (0.9)
Bosch	25	1.6 (1.1)	25	6.3 (1.4)	69.379	25	2.7 (1.7)	1	10	6.6 (1.1)	41	3.4 (1.4)	41	3.6 (2.1)	41	4.3 (2.1)
BP	34	4.6 (2.4)	34	7.8 (1.0)	86.713	34	6.6 (1.8)	4	29	5.3 (0.9)	32	6.0 (1.3)	32	4.3 (2.5)	32	4.7 (1.8)

Burberry	25	2.2 (1.8)	25	8.3 (1.1)	57.446	25	5.3 (2.3)	1	15	7.5 (1.6)	41	4.9 (2.0)	41	5.6 (2.3)	41	6.3 (2.39)
Burn	25	3.8 (2.5)	25	5.4 (1.8)	49.545	25	4.0 (2.2)	4	31	5.1 (1.3)	41	4.9 (2.1)	41	6.7 (2.2)	41	5.9 (2.4)
Carrefour	25	7.9 (1.4)	25	5.7 (1.7)	45.409	25	4.2 (2.0)	3	41	4.1 (1.6)	41	5.6 (1.7)	41	4.0 (1.8)	41	5.4 (1.7)
Cercanias	34	5.5 (3.1)	34	2.2 (1.4)	51.707	34	4.1 (2.3)	2	25	4.0 (1.6)	32	4.4 (1.9)	32	4.4 (2.3)	32	4.8 (1.9)
Chanel	25	6.0 (2.4)	25	2.5 (1.3)	34.528	25	4.1 (2.3)	1	41	8.5 (1.3)	41	6.7 (1.9)	41	5.9 (2.2)	41	7.0 (1.6)
Chevron	25	2.0 (1.5)	25	2.5 (1.5)	57.289	25	2.5 (1.8)	2	10	5.3 (1.1)	41	3.8 (1.6)	41	3.2 (1.9)	41	3.6 (2.1)
Chrysler	34	1.9 (1.5)	34	3.7 (1.9)	59.512	34	2.9 (1.6)	2	6	5.2 (2.2)	32	4.7 (1.4)	32	3.1 (1.7)	32	3.3 (1.8)
Citroen	25	7.1 (1.6)	25	3.2 (1.7)	51.556	25	3.8 (2.1)	1	38	5.3 (1.1)	41	5.0 (1.7)	41	4.9 (1.9)	41	4.7 (1.6)
Daewoo	25	3.8 (2.4)	25	4.7 (1.4)	40.484	25	3.0 (1.9)	1	27	5.7 (1.5)	41	4.5 (1.4)	41	3.4 (1.8)	41	4.3 (1.5)
Deutsche Bank	25	3.6 (2.5)	25	2.2 (1.2)	49.183	25	2.6 (1.9)	1	26	6.3 (0.9)	41	3.9 (1.5)	41	3.1 (1.8)	41	4.5 (2.2)
Dia	25	7.7 (1.4)	25	2.8 (1.1)	63.786	25	2.3 (1.8)	1	41	2.7 (1.4)	41	4.8 (1.8)	41	3.5 (1.9)	41	3.4 (1.8)
Dove	25	3.9 (2.9)	25	2.8 (1.3)	33.248	25	3.0 (2.0)	1	29	4.5 (1.3)	41	5.5 (1.4)	41	2.7 (1.6)	41	3.9 (2.0)
Dreamworks	25	6.6 (1.9)	25	6.4 (1.8)	48.585	25	8.0 (1.0)	1	31	5.0 (1.2)	41	7.8 (1.2)	41	5.2 (2.7)	41	5.9 (1.7)
Dropbox	34	6.6 (2.4)	34	4.7 (1.9)	42.170	34	5.7 (2.1)	1	25	4.9 (1.6)	32	5.6 (1.8)	32	4.2 (2.3)	32	4.5 (2.2)
Endesa	25	6.0 (1.8)	25	4.7 (2.1)	47.511	25	4.5 (1.8)	3	38	5.0 (1.4)	41	4.3 (1.8)	41	4.0 (2.1)	41	5.4 (2.1)
Ericsson	34	1.8 (1.5)	34	1.3 (0.6)	47.837	34	2.0 (1.4)	1	7	4.7 (1.6)	32	3.7 (1.5)	32	2.6 (1.7)	32	2.7 (1.6)
Explorer	25	8.1 (1.1)	25	4.1 (1.4)	84.438	25	4.1 (1.9)	2	40	4.2 (1.9)	41	4.4 (2.4)	41	4.6 (2.3)	41	5.3 (2.1)
Facebook	25	8.6 (1.5)	25	3.0 (1.2)	50.045	25	4.8 (1.9)	2	41	4.0 (1.9)	41	7.4 (1.5)	41	6.4 (1.8)	41	7.4 (1.8)
Fagor	25	3.8 (2.3)	25	2.5 (1.1)	40.312	25	2.8 (1.5)	2	24	6.3 (1.3)	41	4.4 (1.6)	41	3.5 (1.7)	41	4.3 (1.7)
Ferrari	34	5.1 (2.3)	34	6.5 (2.0)	74.943	34	5.5 (2.3)	2	30	8.8 (0.4)	32	6.6 (1.8)	32	7.0 (1.9)	32	8.2 (1.3)
Filmax	34	4.8 (2.3)	34	5.3 (1.9)	79.914	34	5.2 (2.2)	4	17	5.3 (0.9)	32	5.2 (1.7)	32	4.5 (2.5)	32	4.5 (2.2)
Firefox	34	7.7 (1.9)	34	7.5 (1.6)	83.598	34	7.4 (1.7)	4	32	4.5 (1.4)	32	5.8 (1.3)	32	5.0 (2.0)	32	5.7 (1.8)
Firestone	34	2.7 (2.0)	34	2.7 (1.6)	51.175	34	3.5 (2.1)	3	10	6.4 (1.2)	32	4.4 (1.1)	32	2.8 (1.6)	32	4.0 (2.1)
Flex	34	2.1 (1.6)	34	4.1 (1.7)	47.858	34	3.7 (1.6)	3	11	4.9 (1.3)	32	5.0 (1.4)	32	2.8 (1.4)	32	3.4 (2.0)
Barcelona F.C.	25	8.2 (1.2)	25	8.0 (1.1)	92.421	25	3.9 (2.4)	4	41	5.2 (1.6)	41	3.5 (2.6)	41	5.5 (2.7)	41	6.8 (2.1)
Goodyear	25	2.5 (1.8)	25	6.1 (1.6)	35.188	25	4.6 (2.3)	1	11	6.7 (1.3)	41	5.6 (1.8)	41	4.5 (2.0)	41	4.8 (2.2)
Google Chrome	34	8.5 (1.1)	34	7.2 (1.5)	86.226	34	6.6 (1.9)	4	32	4.6 (1.4)	32	6.4 (1.4)	32	5.4 (2.1)	32	6.2 (1.9)
Google Drive	25	1.9 (1.4)	25	2.8 (1.5)	49.140	25	2.6 (1.9)	3	10	4.3 (1.3)	41	4.8 (1.6)	41	3.2 (2.1)	41	3.3 (2.1)
Google Earth	34	1.9 (1.4)	34	4.7 (1.8)	62.615	34	3.3 (2.4)	2	5	3.8 (1.6)	32	4.1 (1.4)	32	2.8 (1.7)	32	3.3 (2.1)
Gucci	25	4.4 (2.6)	25	4.4 (1.5)	39.187	25	3.9 (1.8)	1	39	8.3 (1.4)	41	6.4 (1.9)	41	5.3 (2.2)	41	6.9 (2.0)
Guinness	25	2.3 (1.9)	25	5.8 (1.7)	65.016	25	4.6 (2.3)	1	10	6.8 (2.5)	41	5.5 (1.9)	41	3.7 (2.4)	41	4.1 (2.1)

Hello Kitty	34	5.7 (2.2)	34	5.1 (1.8)	49.158	34	5.0 (2.6)	4	32	4.8 (1.3)	32	5.9 (2.0)	32	4.8 (2.0)	32	4.6 (2.3)
Hermes	34	2.2 (1.8)	34	7.8 (1.7)	66.232	34	6.7 (2.0)	1	11	7.1 (1.6)	32	5.9 (1.6)	32	4.3 (2.1)	32	6.0 (2.3)
Hyundai	25	6.4 (1.3)	25	3.2 (1.2)	47.567	25	3.2 (1.9)	1	39	5.7 (1.3)	41	4.8 (1.6)	41	4.0 (1.6)	41	4.4 (1.5)
IATA	34	2.4 (1.9)	34	5.9 (1.7)	42.020	34	3.7 (2.3)	1	10	6.2 (1.2)	32	4.6 (1.5)	32	3.1 (1.6)	32	4.4 (2.0)
Iberdrola	25	5.6 (2.3)	25	4.0 (1.6)	50.292	25	4.2 (2.1)	4	38	6.0 (1.2)	41	4.8 (1.7)	41	2.8 (1.6)	41	5.1 (1.9)
Iberia	25	6.4 (2.0)	25	4.7 (1.3)	51.317	25	3.3 (2.1)	2	39	6.9 (1.3)	41	6.2 (1.8)	41	5.8 (2.1)	41	6.8 (1.5)
Ing Direct	25	6.0 (1.7)	25	6.8 (1.8)	83.947	25	4.9 (2.2)	2	40	5.9 (1.3)	41	5.0 (2.0)	41	4.6 (1.9)	41	6.1 (1.7)
Jaguar	34	4.7 (2.5)	34	5.0 (2.2)	25.187	34	6.6 (2.5)	1	32	8.6 (0.9)	32	6.1 (2.1)	32	7.1 (1.9)	32	7.8 (1.8)
Java	25	5.4 (2.6)	25	6.1 (1.4)	48.709	25	5.2 (2.0)	2	25	4.5 (1.6)	41	5.2 (2.0)	41	3.8 (2.1)	41	4.1 (2.2)
Johnnie Walker	34	5.0 (2.8)	34	6.6 (2.1)	43.648	34	7.2 (2.2)	1	27	7.0 (0.9)	32	6.7 (1.5)	32	5.1 (2.1)	32	6.2 (1.8)
Juegos Olímpicos (Olympic Games)	34	5.7 (2.5)	34	3.4 (1.7)	68.536	34	5.8 (1.9)	4	32	5.6 (1.4)	32	7.3 (1.6)	32	6.7 (2.0)	32	7.5 (1.3)
Junta de Andalucía	25	2.0 (1.8)	25	2.6 (1.0)	39.794	25	2.2 (1.7)	1	11	4.6 (1.9)	41	4.7 (2.2)	41	3.2 (2.4)	41	3.3 (2.4)
Kentucky Fried Chicken	25	6.4 (2.3)	25	7.9 (1.2)	100.143	25	5.8 (2.1)	3	40	4.0 (1.5)	41	5.7 (2.4)	41	5.4 (2.1)	41	5.2 (1.8)
Kodak	25	5.8 (2.2)	25	4.0 (1.5)	36.997	25	3.5 (1.9)	2	39	5.3 (1.4)	41	5.2 (2.2)	41	5.1 (2.0)	41	4.7 (2.0)
Konica-Minolta	25	2.1 (1.6)	25	4.0 (1.9)	64.551	25	1.8 (1.0)	1	4	4.5 (1.0)	41	3.5 (1.8)	41	2.8 (2.0)	41	2.4 (1.4)
La Caixa	34	7.2 (1.6)	34	4.5 (1.7)	48.870	34	4.7 (2.5)	3	32	5.0 (1.5)	32	5.1 (1.7)	32	4.5 (1.8)	32	5.1 (1.8)
Lacoste	25	6.4 (2.2)	25	6.0 (1.6)	44.800	25	5.6 (2.0)	3	41	7.4 (1.1)	41	5.9 (1.8)	41	5.5 (1.9)	41	6.8 (1.5)
Lexus	25	4.7 (2.3)	25	3.9 (1.4)	39.489	25	3.9 (2.7)	1	25	6.7 (1.6)	41	5.2 (2.0)	41	4.7 (2.3)	41	5.0 (2.6)
LG	25	6.8 (1.7)	25	5.2 (1.6)	86.035	25	4.6 (2.0)	2	41	6.5 (1.1)	41	6.0 (1.7)	41	4.8 (1.9)	41	5.8 (1.6)
Liga Profesional de Fútbol (Professional Soccer League)	25	6.0 (2.4)	25	5.2 (1.5)	62.643	25	4.6 (2.4)	4	37	5.1 (1.4)	1	5.5 (2.5)	41	5.7 (2.3)	41	6.3 (1.9)
Linux	25	3.7 (2.2)	25	6.8 (2.0)	44.102	25	5.3 (2.8)	3	20	4.0 (1.5)	41	6.4 (2.1)	41	4.3 (2.1)	41	3.4 (1.6)
Logitech	25	4.0 (1.9)	25	4.5 (1.4)	41.929	25	3.5 (2.2)	3	20	5.0 (1.5)	41	5.1 (1.7)	41	3.3 (1.9)	41	3.6 (1.7)
Mac	34	5.2 (2.7)	34	5.8 (1.8)	47.256	34	4.9 (2.5)	3	30	5.6 (1.5)	32	6.3 (1.8)	32	4.7 (2.4)	32	4.6 (2.5)
Malibú	25	5.6 (1.8)	25	6.5 (1.7)	70.077	25	6.9 (1.7)	2	41	5.6 (1.3)	41	6.8 (1.6)	41	5.4 (2.4)	41	5.5 (2.1)
Mapfre	25	3.0 (1.8)	25	3.6 (1.0)	68.241	25	2.4 (1.5)	1	17	5.8 (0.9)	41	3.9 (1.7)	41	3.2 (1.8)	41	4.0 (1.9)
Matutano	25	6.8 (1.6)	25	5.5 (1.6)	83.368	25	5.5 (2.2)	3	40	3.4 (1.7)	41	7.6 (1.1)	41	6.1 (2.0)	41	6.0 (1.8)
McDonnald's	34	8.2 (0.9)	34	1.4 (0.7)	59.210	34	4.9 (2.4)	1	32	2.8 (1.5)	32	7.0 (1.8)	32	6.8 (1.7)	32	7.2 (1.7)
Mercedes	34	7.1 (1.7)	34	4.1 (1.9)	75.093	34	5.8 (1.9)	1	32	8.0 (1.0)	32	6.6 (1.7)	32	5.5 (2.5)	32	7.3 (1.9)
Metro-Goldwyn- Mayer	34	7.2 (1.4)	34	8.2 (1.1)	43.775	34	7.6 (1.7)	4	32	5.4 (0.8)	32	7.2 (1.6)	32	7.2 (1.7)	32	7.4 (1.3)

Michelin	34	6.2 (2.2)	34	6.5 (2.1)	56.135	34	6.2 (2.2)	1	32	5.8 (0.9)	32	6.1 (1.0)	32	4.4 (1.9)	32	5.6 (1.5)
Milka	34	5.8 (2.0)	34	7.3 (2.2)	83.105	34	5.7 (2.5)	4	32	4.4 (1.4)	32	7.7 (1.9)	32	6.3 (2.2)	32	5.3 (1.8)
Mitsubishi	25	6.4 (1.5)	25	3.2 (1.8)	41.125	24	3.3 (1.6)	1	37	5.7 (1.5)	41	4.4 (1.4)	41	4.4 (2.1)	41	5.1 (2.0)
Monster	25	6.6 (2.1)	25	4.2 (1.7)	56.699	25	5.4 (2.5)	1	40	4.9 (1.5)	41	5.0 (2.4)	40	6.9 (2.1)	41	6.4 (1.9)
Motorola	25	5.0 (2.2)	25	2.9 (1.2)	55.295	25	3.1 (2.2)	2	39	4.5 (1.5)	41	3.6 (1.4)	41	3.6 (1.8)	41	3.9 (1.6)
Movistar	34	7.9 (1.6)	34	4.2 (2.4)	60.597	34	4.8 (2.0)	2	32	5.5 (1.3)	32	4.8 (1.7)	32	5.3 (2.2)	32	6.3 (2.2)
United Nations	25	4.2 (2.1)	25	8.3 (0.9)	127.379	25	6.4 (1.5)	1	33	4.1 (2.0)	41	6.1 (1.9)	41	4.5 (2.2)	41	6.6 (1.8)
NBA	34	6.2 (2.5)	34	5.2 (1.8)	45.538	34	6.9 (2.2)	3	28	5.8 (1.4)	32	6.1 (1.2)	32	6.0 (1.9)	32	6.8 (1.8)
Nestlé	25	5.0 (2.7)	25	7.1 (1.4)	101.956	25	5.4 (2.3)	1	38	4.8 (1.4)	41	7.0 (1.8)	41	3.8 (2.3)	41	5.8 (2.2)
Nike	25	8.2 (1.0)	25	1.9 (1.1)	39.709	25	5.4 (2.3)	1	41	6.2 (1.4)	41	6.2 (1.6)	41	6.4 (1.8)	41	7.3 (1.5)
Opel	25	7.6 (1.4)	25	4.2 (1.3)	57.909	25	4.2 (2.2)	1	41	5.3 (1.1)	41	5.0 (1.7)	41	4.7 (2.1)	41	5.4 (1.4)
Pacha	34	4.9 (2.4)	34	4.1 (1.7)	58.660	34	5.4 (2.3)	3	31	5.9 (2.0)	32	6.2 (2.1)	32	5.5 (2.2)	32	5.0 (2.1)
Páginas Amarillas (Yellow Pages)	34	1.6 (1.5)	34	6.0 (1.6)	69.406	34	2.8 (2.1)	2	1	5.0 (-)	32	5.1 (1.7)	32	4.2 (2.4)	32	3.3 (1.7)
Paramount	25	6.6 (2.0)	25	6.9 (1.5)	68.208	25	6.8 (1.9)	2	39	4.9 (1.4)	41	6.8 (1.4)	41	5.6 (1.9)	41	6.7 (1.7)
Partido Comunista (Communist Party)	25	5.8 (1.9)	25	3.7 (1.7)	48.793	25	4.8 (2.6)	1	29	3.6 (2.2)	41	4.0 (2.5)	41	5.9 (2.6)	41	6.2 (2.3)
Partido Popular (Popular Party)	25	4.8 (3.1)	25	1.9 (0.9)	31.932	25	2.2 (1.4)	2	22	6.5 (1.9)	41	3.0 (2.2)	41	3.6 (2.8)	41	4.0 (2.6)
Pepsi-Cola (old logo)	25	7.8 (1.4)	25	2.8 (1.5)	53.055	25	5.0 (1.9)	3	41	4.0 (1.9)	41	5.9 (1.9)	41	5.7 (2.0)	41	6.1 (1.6)
Pespi-Cola (new logo)	34	7.2 (1.9)	34	3.5 (1.8)	48.888	34	5.4 (2.0)	3	32	4.3 (1.5)	32	5.5 (2.0)	32	5.0 (2.1)	32	5.4 (1.7)
Peugeot	34	6.9 (2.0)	34	6.4 (2.0)	69.784	34	4.8 (2.19)	1	31	5.3 (1.4)	32	5.4 (1.4)	32	4.8 (1.9)	32	5.7 (1.7)
Phillips	34	2.3 (1.9)	34	5.5 (2.0)	74.490	34	3.3 (2.0)	1	19	6.0 (1.6)	32	5.0 (1.7)	32	3.6 (2.1)	32	4.3 (1.9)
Piaggio	34	2.9 (2.3)	34	5.4 (1.9)	64.294	34	3.6 (2.1)	1	10	6.1 (1.4)	32	4.4 (1.4)	32	3.0 (1.7)	32	3.9 (1.5)
Pizza Hut	25	4.3 (2.3)	25	4.0 (1.5)	45.415	25	3.1 (1.8)	3	35	4.4 (1.2)	41	6.9 (1.3)	41	5.5 (1.6)	41	5.2 (1.8)
Playboy	34	5.7 (2.5)	34	4.8 (2.1)	38.225	34	4.4 (2.5)	1	32	4.8 (2.2)	32	4.8 (2.2)	32	5.3 (2.4)	32	5.0 (2.3)
Ralph Lauren	34	4.5 (2.6)	34	7.3 (2.2)	46.171	34	6.1 (2.2)	1	32	7.7 (0.9)	32	5.0 (2.0)	32	5.6 (1.9)	32	6.7 (1.8)
Porsche	25	5.1 (2.3)	25	7.5 (1.6)	79.898	25	4.4 (2.3)	3	40	8.6 (1.3)	41	6.8 (2.5)	41	7.1 (2.1)	41	8.0 (1.6)
PSOE	25	7.3 (1.6)	25	6.6 (1.5)	72.264	25	3.3 (1.8)	2	41	4.7 (1.8)	41	3.5 (2.5)	41	4.8 (2.5)	41	4.5 (2.0)
Quicktime	25	5.8 (2.7)	25	4.9 (1.8)	59.090	25	4.1 (2.2)	2	21	5.0 (1.5)	41	4.4 (1.5)	41	3.9 (1.9)	41	3.7 (1.7)
Real Madrid	34	8.0 (1.7)	34	8.2 (1.2)	109.446	34	5.7 (2.9)	4	32	6.2 (1.9)	32	4.7 (2.9)	32	6.4 (2.8)	32	7.7 (1.7)
Red Bull	25	6.7 (1.8)	25	5.9 (1.5)	49.525	25	5.7 (2.3)	2	41	5.3 (1.6)	41	6.0 (1.9)	41	7.6 (1.3)	41	7.9 (1.2)
Reebok	25	4.4 (2.5)	25	3.6 (1.6)	38.663	25	2.4 (1.6)	2	33	5.0 (1.5)	41	4.5 (1.8)	41	4.8 (2.2)	41	4.9 (1.8)

Renault	34	7.2 (1.8)	34	3.1 (1.8)	51.708	34	3.9 (1.9)	1	32	5.4 (1.6)	32	5.5 (1.7)	32	3.7 (1.7)	32	4.9 (1.6)
Repsol	25	7.4 (1.4)	25	3.5 (1.0)	35.056	25	3.4 (2.2)	3	41	6.0 (1.1)	41	4.0 (1.8)	41	4.9 (2.0)	41	6.5 (1.6)
Rolex	34	2.6 (2.1)	34	4.4 (1.7)	51.415	34	4.9 (2.6)	1	19	7.8 (1.7)	32	6.4 (1.8)	32	5.3 (2.3)	32	6.3 (2.1)
Safari	25	6.2 (2.8)	25	7.6 (1.4)	90.132	25	6.4 (1.6)	4	33	6.2 (2.2)	41	6.0 (2.2)	41	5.4 (2.0)	41	6.2 (1.8)
Sanitas	34	5.2 (2.5)	34	2.2 (1.4)	27.805	34	5.2 (2.6)	1	30	7.1 (1.3)	32	4.3 (2.2)	32	4.5 (2.3)	32	5.9 (1.7)
Schell	34	5.5 (2.0)	34	4.2 (1.8)	80.031	34	3.8 (2.0)	2	32	5.6 (1.4)	32	4.2 (1.5)	32	4.2 (1.8)	32	5.4 (1.6)
SEAT	25	7.4 (1.3)	25	4.3 (1.3)	115.908	25	3.2 (2.0)	2	41	5.2 (1.1)	41	4.7 (1.8)	41	4.5 (2.0)	41	4.8 (1.9)
Skoda	34	5.7 (2.1)	34	6.3 (1.5)	78.918	34	4.2 (2.4)	4	31	5.4 (0.9)	32	4.5 (1.4)	32	4.3 (2.3)	32	4.3 (1.5)
Skype	34	7.1 (2.3)	34	3.8 (2.2)	78.021	34	5.2 (2.1)	2	32	4.3 (1.7)	32	6.8 (1.3)	32	6.0 (1.7)	32	5.7 (1.7)
Sony-Ericson	34	6.6 (2.1)	34	6.3 (1.5)	74.153	34	6.4 (2.0)	2	31	5.4 (1.4)	32	5.4 (1.5)	32	4.3 (2.1)	32	4.5 (1.9)
Starbucks	25	7.0 (2.0)	25	7.7 (1.0)	101.738	25	5.6 (2.7)	2	41	6.4 (1.6)	41	7.2 (1.5)	41	5.4 (2.0)	41	7.1 (1.3)
Telemadrid	34	6.5 (2.2)	34	4.7 (1.8)	48.835	34	4.7 (2.1)	4	32	4.1 (1.4)	32	4.1 (1.9)	32	4.9 (2.1)	32	3.9 (1.8)
Osborne Bull	34	5.5 (2.2)	34	4.2 (2.1)	39.987	34	4.9 (2.9)	1	29	5.8 (1.1)	32	4.4 (2.4)	32	5.8 (2.6)	32	6.6 (1.7)
Toyota	34	6.6 (2.2)	34	5.9 (2.0)	58.337	34	4.1 (2.2)	1	32	5.9 (1.3)	32	5.2 (1.5)	32	3.7 (2.0)	32	5.3 (1.8)
Tuenti	34	7.9 (1.6)	34	2.6 (1.7)	55.360	34	3.7 (2.3)	1	32	3.2 (1.5)	32	5.2 (2.0)	32	4.7 (2.0)	32	4.4 (1.9)
Twitter	34	8.2 (1.9)	34	3.0 (1.5)	43.345	34	6.4 (2.2)	1	32	4.4 (1.8)	32	7.4 (1.2)	32	6.3 (1.6)	32	6.6 (2.2)
UEFA Champions League	25	6.0 (2.0)	25	5.3 (1.6)	54.648	25	5.9 (1.8)	2	35	4.9 (1.6)	41	5.7 (2.3)	41	5.9 (2.5)	41	6.3 (1.8)
UNICEF	25	5.2 (2.2)	25	7.0 (1.2)	107.995	25	6.0 (2.0)	1	36	4.3 (2.1)	41	7.1 (2.0)	41	4.4 (2.6)	41	6.3 (2.0)
Union Fenosa	34	4.5 (2.9)	34	6.3 (2.4)	65.437	34	6.0 (2.6)	4	25	4.9 (1.6)	32	6.0 (2.0)	32	4.3 (2.3)	32	4.7 (2.3)
Versace	25	2.1 (1.8)	25	8.7 (0.6)	110.812	25	5.8 (2.4)	1	23	8.1 (1.2)	41	5.6 (2.3)	41	5.5 (2.3)	41	6.1 (2.5)
Vodafone	25	7.6 (1.7)	25	3.6 (2.1)	79.798	25	4.1 (2.2)	2	41	5.5 (1.2)	41	4.3 (1.6)	41	4.5 (1.9)	41	5.9 (1.4)
Volkswagen	34	7.2 (2.0)	34	5.4 (1.6)	93.054	34	6.1 (1.5)	2	32	6.9 (1.2)	32	6.7 (1.6)	32	5.9 (2.2)	32	7.0 (1.5)
Volvo	34	5.7 (2.3)	34	4.4 (1.6)	47.814	34	3.4 (2.2)	2	30	6.3 (1.1)	32	5.5 (1.8)	32	4.5 (2.5)	32	5.3 (2.2)
Walt Disney	25	7.4 (1.9)	25	6.9 (1.4)	45.624	25	7.9 (1.4)	1	41	5.6 (1.5)	41	8.0 (1.5)	41	6.2 (2.5)	41	7.2 (1.7)
Wella	34	6.0 (2.1)	34	3.4 (1.8)	62.415	34	5.2 (2.1)	1	29	5.6 (1.5)	32	5.8 (1.2)	32	3.9 (2.1)	32	5.3 (1.7)
Whatsapp	34	8.4 (1.8)	34	3.4 (.8)	59.204	34	4.5 (2.2)	2	32	4.0 (1.7)	32	7.1 (1.7)	32	6.9 (2.0)	32	6.8 (1.8)
Wikipedia	25	8.3 (1.1)	25	7.9 (1.0)	88.219	25	6.8 (1.8)	2	36	3.9 (2.0)	41	5.7 (1.8)	41	4.7 (2.0)	41	5.7 (1.8)
Windows	34	8.7 (1.0)	34	4.6 (2.0)	66.269	34	5.2 (2.1)	4	32	5.1 (1.0)	32	5.5 (1.3)	32	4.3 (1.9)	32	5.6 (1.6)
WWF	34	5.3 (2.1)	34	4.7 (2.3)	46.589	34	7.5 (1.6)	2	30	5.0 (1.5)	32	7.4 (1.6)	32	6.7 (2.2)	32	6.3 (1.8)
X-box	34	6.0 (2.3)	34	5.5 (1.7)	63.851	34	5.8 (1.8)	4	32	6.2 (1.0)	31	6.0 (1.4)	32	5.9 (1.9)	32	6.0 (1.8)

a) Number “4” means more than three colors

